

# **NCPW Sample Press Release**

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[Cut and paste this press release onto your organization's letterhead. Be sure to double-space. If the press release runs more than two pages, consider using a smaller typeface or line-and-one-half spacing, or judiciously edit the text.]

National Consumer Protection Week 2005 – Identity Theft: When Fact Becomes Fiction

FOR IMMEDIATE RELEASE: [Insert date]

CONTACT: [Insert name and telephone number]

**[NAME OF YOUR ORGANIZATION] JOINS NATIONAL ORGANIZATIONS TO  
SPONSOR SEVENTH ANNUAL NATIONAL CONSUMER PROTECTION WEEK**

The [NAME OF YOUR ORGANIZATION] has joined a group of federal, state and local agencies and national advocacy organizations to launch the seventh annual National Consumer Protection Week (NCPW), Feb, 6-12, 2005, highlighting consumer protection and education efforts around the country. This year's theme, "Identity Theft: When Fact Becomes Fiction," focuses on minimizing the risk of identity theft and taking fast action to contain any harm, if an identity thief strikes.

"Everyone should know how to protect their personal information," said [YOUR ORGANIZATION SPOKESPERSON AND TITLE.] "Keeping track of your credit, safeguarding your wallet, and putting strong passwords on your bank, credit card and phone accounts, can help consumers minimize their risk of identity theft. Many more tips on how to cramp identity thieves are available at [www.consumer.gov/ncpw](http://www.consumer.gov/ncpw)."

During NCPW, representatives from federal, state and local agencies and national advocacy organizations will help consumers of all ages understand how identity theft happens, the signs to

look for, how to reduce the chances of becoming a victim, and how to get help if their personal information is compromised and used to open new accounts.

Organizers of this year's NCPW are the Federal Trade Commission (FTC), the Federal Information Center (FCIC), the U.S. Postal Service (USPS), the U.S. Postal Inspection Service (USPIS), the Federal Communications Commission (FCC), U.S. Department of Justice's Office for Victims of Crime, the Federal Deposit Insurance Corporation (FDIC), the National Association of Consumer Agency Administrators (NACAA), the California Office of Privacy Protection, the Ohio Attorney General's Office, the National Consumers League (NCL), AARP, the Better Business Bureau (BBB), Call for Action, the Consumer Federation of America (CFA), the National Association of Attorneys General (NAAG), the Identity Theft Resource Center (ITRC), and the Privacy Rights Clearinghouse.

[YOUR ORGANIZATION] is proud to be a partner in sharing the message of the seventh annual National Consumer Protection Week campaign," said [YOUR ORGANIZATION SPOKESPERSON AND TITLE.] "We hope to arm consumers with some tools to limit the harm, frustration and expense that can accompany identity theft and to let them know how to restore their good name."

For more information about NCPW, visit [www.consumer.gov/ncpw](http://www.consumer.gov/ncpw).